Toastmasters New Zealand North
District 112

District 112 Public Relations Manager's Report

District	**112**	District Public Relations Manager	**Sabrina Naseem**	Report date	**Apr 2023**

Newsletter

- **The last monthly newsletter** from March featured news and updates from the District Director, Program Quality Director, Club Growth Director, and the Public Relations Manager. This district newsletter provides updates on upcoming events and events that happened last month. It also provided details of the upcoming District 112 Conference happening on 6-7 May 2023.

- This month's newsletter will be coming out mid-April. In this edition of the newsletter, Key Dates and District Events will be posted, including the District Executive Meeting happening on Friday 28 April 2023.

- Members receive the newsletter via email, and the link is also posted to the website and social media.

- Special mention and thank you to Rob Wightman DTM and Toni Sharp DTM, for continuing as our valued newsletter coordination and proof-reading team.

Social Media Update

- **Facebook**

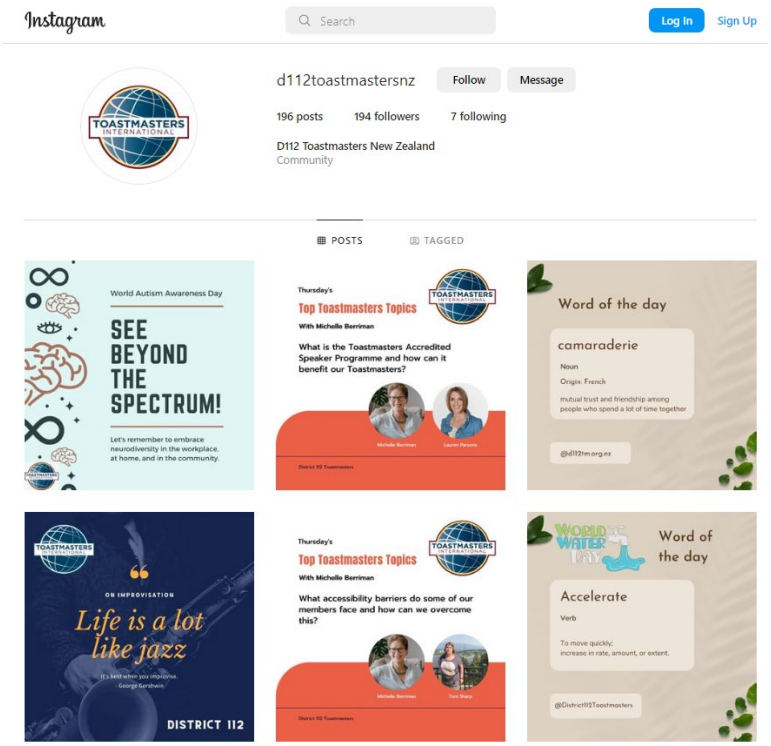
  The District 112 Toastmasters in New Zealand Facebook Page currently has 1.03k followers. With the steady stream of daily posts, we have managed to keep sharing and providing interesting news, tips, and videos with the public domain and our members every week. Popular posts include every fortnight Friday's "Showcase a Club", which aims to enhance public relations and awareness for clubs across our district.

  The District Facebook Group has 542 members now. The most widely shared and popular posts include promotion of the District 112 Conference. Thank you to the Conference team for their *mahi* with our biggest event of the year! It is a huge job and dedication of a large team behind the scenes. The conference panel of workshops shown in the poster brochures look outstanding!

- **Instagram**

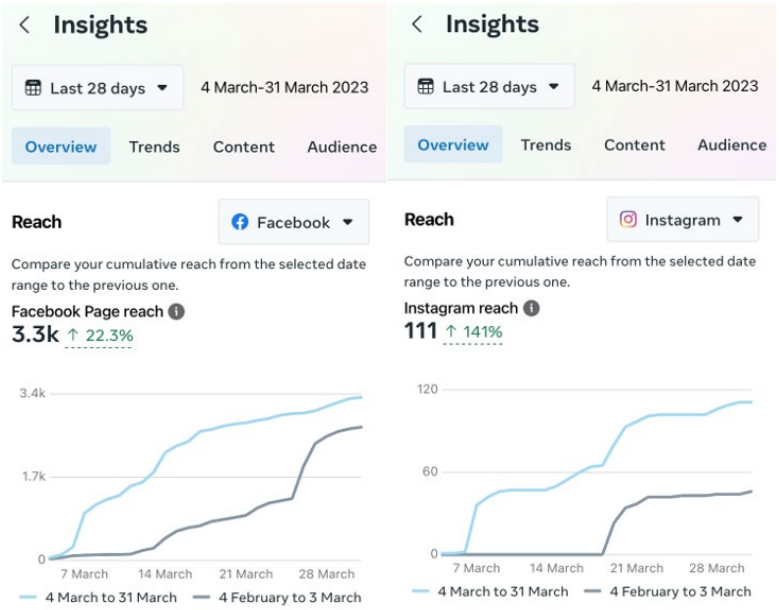
The [District Instagram account] currently has 194 followers. Some of our Facebook posts have been translated over to Instagram through the Meta Business Suite. Popular weekly posts such as Wednesday's Word of the Day and Thursday's Top Toastmasters Topics YouTube videos have been highly engaging for members.

Figure 1: @d112toastmastersnz



If you have anything else you'd like to see on our pages, please ensure to let us know! We are always keen for your feedback.

Figure 2: District 112 Facebook and Instagram Insight Statistics for March 2023

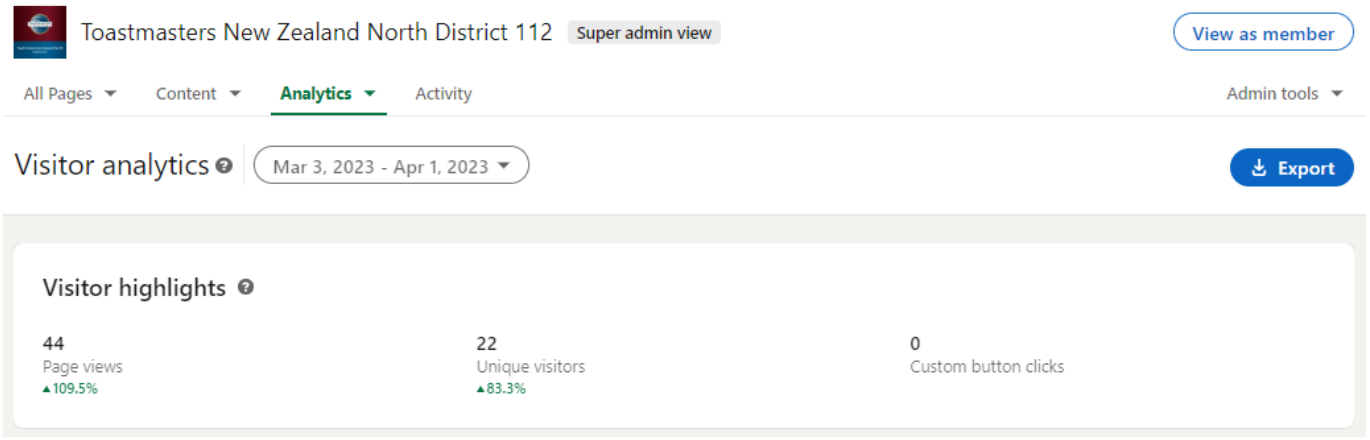


- **YouTube**

  We now have 149 subscribers on YouTube, an increase of 9 since the last report came out. Liaising with Michelle Berriman, our District's wonderful interview star in our popular Thursday Top Toastmasters Topic YouTube videos, has driven an increase in our social media engagements. While these are not yet uploaded on our YouTube channel, feel free to check her channel out @michelleberriman2939 for the full range of videos.

- **LinkedIn**

  The District LinkedIn page has increased by 10 followers since the last newsletter and now has 455 followers.



Support for PRM: Forming teams

- Would you like to get involved in a project to support the District?

  If you have something to share or want to get involved, please contact me any time. My email is prm@d112tm.org.nz.

Support for VPPRs

- Create promotional images for events, including your club meetings, using pre-made Toastmasters promotional material, or using your own creations. Check out the Toastmasters Brand Portal, where you can find the Brand Manual, Toastmasters logo, social media templates, and more. Canva is a popular graphic design platform I have been using for quickly creating eye-catching promotional material.

- We also have **VPPR Folder** on Google Drive and Club Officer resources on our website d112tm.org.nz

  Contact details:
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